CLAIMS

1. A brand-creation process evaluation system, comprising:

model format storing means that stores information on

5   a model format representing a cyclic process of brand knowledge creation in which arrangement of dynamic evaluation parameters, which correspond to groups of indices obtained by factor analysis of several indices for dynamic evaluation of a brand, respectively, is set;

10   object brand parameter acquiring means that acquires dynamic evaluation parameters for a target brand to be evaluated;

model creating means that creates a brand-creation process evaluation model of the target brand by arranging the dynamic evaluation parameters for the target brand, which are

15   acquired by the target brand parameter acquiring means, in positions set in the model format with reference to information of the model format; and

output means that outputs information on the brand-creation process evaluation model created by the model

20   creating means.

2. A brand-creation process evaluation system according to claim 1, wherein

the dynamic evaluation parameters include a contact parameter representing the degree of "contact" with a brand,

25   a cognition parameter representing the degree of "cognition"

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being tacit knowledge with respect to the brand, an interaction parameter representing the degree of "interaction" being explicit knowledge with respect to the brand, and a coherence parameter representing the degree of "coherence" being another

5   tacit knowledge with respect to the brand, and

arrangement of these parameters is set on a circulation path in the order described above in the model format.

3.   A brand-creation process evaluation system according to claim 2, wherein

10   the dynamic evaluation parameters further include a characterization parameter representing "characterization", which serves as an opportunity for shift from "contact" with a brand to "cognition" of the brand, and an alignment parameter representing "alignment" that appears when "interaction" of

15   the brand shifts to "coherence", and

the model format sets arrangement of the characterization parameter in association with a path from the contact parameter to the cognition parameter and sets arrangement of the alignment parameter in association with a path from the interaction

20   parameter to the coherence parameter.

4.   A brand-creation process evaluation method, comprising:

acquiring information on a model format representing a cyclic process of brand knowledge creation in which arrangement

25   of dynamic evaluation parameters, which correspond to groups

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of indices obtained by factor analysis of several indices for dynamic evaluation of a brand, respectively, is set;

acquiring dynamic evaluation parameters for a target brand to be evaluated;

5   creating a brand-creation process evaluation model of the target brand by arranging the dynamic evaluation parameters for the target brand in positions set in the model format with reference to information of the model format; and

outputting information on the created brand-creation

10   process evaluation model.

5.   A brand-creation process evaluation method according to claim 4, wherein

the dynamic evaluation parameters include a contact parameter representing the degree of "contact" with a brand,

15   a cognition parameter representing the degree of "cognition" being tacit knowledge with respect to the brand, an interaction parameter representing the degree of "interaction" being explicit knowledge with respect to the brand, and a coherence parameter representing the degree of "coherence" being another

20   tacit knowledge with respect to the brand, and

arrangement of these parameters is set on a cyclic path in the order described above in the model format.

6.   A brand-creation process evaluation method according to claim 5, wherein

25   the dynamic evaluation parameters further include a

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characterization parameter representing "characterization",
which serves as an opportunity for shift from "contact" with
a brand to "cognition" of the brand, and an alignment parameter
representing "alignment" that appears when "interaction" of
5   the brand shifts to "coherence", and

the model format sets arrangement of the characterization
parameter in association with a path from the contact parameter
to the cognition parameter and sets arrangement of the alignment
parameter in association with a path from the interaction
10   parameter to the coherence parameter.

7. A program for brand-creation process evaluation that
causes a computer to execute processing for:

acquiring information on a model format representing a
cyclic process of brand knowledge creation in which arrangement
15   of dynamic evaluation parameters, which correspond to groups
of indices obtained by factor analysis of several indices for
dynamic evaluation of a brand, respectively, is set;

acquiring dynamic evaluation parameters for a target
brand to be evaluated;

20   creating a brand-creation process evaluation model of
the target brand by arranging the dynamic evaluation parameters
for the target brand in positions set in the model format with
reference to information of the model format; and

outputting information on the created brand-creation
25   process evaluation model.

8. A program for brand-creation process evaluation according to claim 7, wherein

the dynamic evaluation parameters include a contact parameter representing a degree of "contact" with a brand, a cognition parameter representing a degree of "cognition" being tacit knowledge with respect to the brand, an interaction parameter representing a degree of "interaction" being explicit knowledge with respect to the brand, and a coherence parameter representing a degree of "coherence" being another tacit knowledge with respect to the brand, and

arrangement of these parameters is set on a cyclic path in the order described above in the model format.

9. A program for brand-creation process evaluation according to claim 8, wherein

the dynamic evaluation parameters further includes a characterization parameter representing "characterization", which serves as an opportunity for shift from "contact" with a brand to "cognition" of the brand, and an alignment parameter representing "alignment" that appears when "interaction" of the brand shifts to "coherence", and

the model format sets arrangement of the characterization parameter in association with a path from the contact parameter to the cognition parameter and sets arrangement of the alignment parameter in association with a path from the interaction parameter to the coherence parameter.

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10.   A computer readable recording medium having stored therein a program according to claim 7.

11.   A brand-creation process evaluation system, comprising:

means that acquires a contact parameter representing a degree of "contact" with respect to a target brand to be evaluated;

means that acquires a cognition parameter representing a degree of "cognition" being tacit knowledge with respect to the target brand;

means that acquires an interaction parameter representing a degree of "interaction" being explicit knowledge with respect to the target brand;

means that acquires a coherence parameter representing a degree of "coherence" being another tacit knowledge with respect to the target brand;

model format storing means that stores information on a model format that sets arrangement of the contact parameter, the cognition parameter, the interaction parameter, and the coherence parameter such that the parameters are located in order on a cyclic path;

model creating means that creates a brand-creation process evaluation model of the target brand by arranging the acquired contact parameter, the acquired cognition parameter, the acquired interaction parameter, and the acquired coherence

parameter in positions set in the model format with reference to information of the model format; and

output means that outputs information on the brand-creation process evaluation model created by the model creating means.

12. A brand-creation process evaluation system according to claim 11, further comprising:

means that acquires a characterization parameter representing "characterization", which serves as an opportunity for shift from "contact" with a brand to "cognition" of the brand; and

means that acquires an alignment parameter representing "alignment" that appears when "interaction" of the brand shifts to "coherence", wherein

the model format of the model format storing means sets arrangement of the characterization parameter in association with a path from the contact parameter to the cognition parameter and sets arrangement of the alignment parameter in association with a path from the interaction parameter to the coherence parameter, and

the model creating means arranges the acquired characterization parameter and the acquired alignment parameter in positions set in the model format.

13. A brand-creation process evaluation method, comprising:

acquiring a contact parameter representing a degree of "contact" with respect to a target brand to be evaluated;

acquiring a cognition parameter representing a degree of "cognition" being tacit knowledge with respect to the target brand;

acquiring an interaction parameter representing a degree of "interaction" being explicit knowledge with respect to the target brand;

acquiring a coherence parameter representing a degree of "coherence" being another tacit knowledge with respect to the target brand;

acquiring information on a model format that sets arrangement of the contact parameter, the cognition parameter, the interaction parameter, and the coherence parameter such that the parameters are located in order on a cyclic path;

creating a brand-creation process evaluation model of the target brand by arranging the acquired contact parameter, the acquired cognition parameter, the acquired interaction parameter, and the acquired coherence parameter in positions set in the model format with reference to information of the model format; and

outputting information on the created brand-creation process evaluation model.

14. A program for brand-creation process evaluation that causes a computer to execute processing for:

acquiring a contact parameter representing the degree

of "contact" with respect to a target to be evaluated;

acquiring a cognition parameter representing a degree

of "cognition" being tacit knowledge with respect to the target

5   brand;

acquiring an interaction parameter representing a degree

of "interaction" being explicit knowledge with respect to the

target brand;

acquiring a coherence parameter representing a degree

10   of "coherence" being another tacit knowledge with respect to

the target brand;

acquiring information on a model format that sets

arrangement of the contact parameter, the cognition parameter,

the interaction parameter, and the coherence parameter such

15   that the parameters are located in order on a cyclic path;

creating a brand-creation process evaluation model of

the target brand by arranging the acquired contact parameter,

the acquired cognition parameter, the acquired interaction

parameter, and the acquired coherence parameter in positions

20   set in the model format with reference to information of the

model format; and

outputting information on the created brand-creation

process evaluation model.